

What is claimed is:

1 1. A method comprising:
 2 providing a first image of an article of merchandise available to a
 3 consumer in an electronic commerce transaction;
 4 projecting a second image onto the first image of the article of
 5 merchandise to produce a third image representing the article of merchandise as
 6 personalized by the second image; and
 7 providing the third image for display to the consumer to facilitate an
 8 electronic commerce transaction.

1 2. The method of claim 1 further comprising accepting an order from the
 2 consumer to purchase the article of merchandise as personalized by the second
 3 image.

1 3. The method of claim 2 further comprising fulfilling an order for purchase
 2 of the article of merchandise by the consumer, the article of merchandise
 3 corresponding to the image of the article of merchandise as personalized with the
 4 second image.

1 4. The method of claim 1, further comprising receiving, by a server
 2 computer, the second image from a client device of the consumer, the server
 3 computer producing the third image.

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1 5. The method of claim 1, further comprising creating the second image
2 by a server computer as a result of communications received from a client device
3 of the consumer, the server computer producing the third image.

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1 6. An article comprising:
2 a machine accessible storage medium storing instructions, which when
3 executed cause a system to provide a first image of an article of merchandise
4 available to a consumer in an electronic commerce transaction, project a second
5 image onto the first image of the article of merchandise to produce a third image
6 representing the article of merchandise as personalized by the second image,
7 and provide the third image for display to the consumer to facilitate an electronic
8 commerce transaction.

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1 7. The article of claim 6 further comprising instructions for accepting an
2 order from the consumer to purchase the article of merchandise as personalized
3 by the second image.

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1 8. The article of claim 7 further comprising instructions for fulfilling an
2 order for purchase of the article of merchandise by the consumer, the article of
3 merchandise corresponding to the image of the article of merchandise as
4 personalized with the second image.

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1 9. The article of claim 6, further comprising instructions for receiving, by a
 2 server computer, the second image from a client device of the consumer, the
 3 server computer producing the third image.

1 10. The article of claim 6, further comprising instructions for creating the
 2 second image by a server computer as a result of communications received from
 3 a client device of the consumer, the server computer producing the third image.

1 11. A method of presenting images of personalized merchandise in an
 2 electronic commerce transaction comprising:

3 providing an image of an article of merchandise offered for sale by a
 4 merchant in an electronic commerce transaction;

5 providing an online consumer with at least one of a selection of
 6 personalizing content, a mechanism for creating personalizing content, and a
 7 manner of uploading personalizing content;

8 projecting the personalizing content onto the image of the article of
 9 merchandise to produce a composite image representing the article of
 10 merchandise as personalized by the personalizing content; and

11 providing the composite image for display by a client device of the
 12 consumer to facilitate the electronic commerce transaction with the merchant.